

For immediate release

DX design hub Presents 'Great Design Lives Here'
Step into Sham Shui Po and Discover Great Design
Explore the Endless Possibilities of Creativity in Everyday Life



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Hong Kong, 17 July 2026 — Hong Kong Design Centre (HKDC), with the Cultural and Creative Industries Development Agency (CCIDA) as lead sponsor, has launched a new brand campaign for **DX design hub**, **'Great Design Lives Here'** centred on the theme **'Step into Sham Shui Po to Discover Great Design'**. Through an integrated online and offline promotional campaign, the initiative invites the public to explore Sham Shui Po's vibrant creative community. At DX design hub, visitors can experience, seek, touch, and connect through design, uncovering how design links culture, community, and everyday life. This summer, DX design hub is also presenting 'DX Aquatic Summer', a festive programme featuring ocean-inspired installations, interactive experiences, and creative workshops. Set within immersive visual environments awash in refreshing hues, the programme encourages visitors to unleash their imagination and creativity.

The campaign showcases DX design hub's diverse and inspiring design experiences and curated programmes, inviting the public to visit Sham Shui Po and discover first-hand how design connects communities, culture and everyday life. **Ms Rainy Chan, Executive Director of Hong Kong Design Centre**, said, "'Great Design Lives Here' is more than a brand message, it is an invitation. We hope people will discover that great design has always been part of our city and everyday lives — something that is all around us and within everyone's reach. Through DX design hub as a creative platform, we aim to connect design with communities, culture and everyday experiences. Sham Shui Po has long been a district rich in creativity and cultural heritage. We warmly invite both residents and tourists to experience DX design hub and embark on a diverse journey of discovery, exploring the inspiration and possibilities that design can bring to everyday life.'

The new brand campaign is built around four key pillars — ‘Connect Design’, ‘Experience Design’, ‘Touch Design’, and ‘Seek Design’. Through advertisements across the MTR and bus network, including lightboxes, digital screens, selected platform pillar posters, as well as bus body and seat-back stickers, the campaign brings ‘Great Design Lives Here’ into everyone’s daily journeys. The campaign aims to inspire people to step into Sham Shui Po and embark on their own journey of design discovery. People can also scan QR codes and complete simple tasks to redeem limited-edition souvenirs[#], adding an element of surprise and engagement to their design exploration.

DX Aquatic Summer

This summer, DX design hub transforms its space with a brand-new thematic setup, ‘DX Aquatic Summer’. Candy-coloured coral and jellyfish installations fill every corner of the venue, creating a vibrant and refreshing ocean atmosphere for an immersive summer experience. Running from now until 31 August, the programme also features a new digital interactive experience. Visitors can scan on-site QR codes to enter the ‘Deep Sea Discovery’ webpage and begin their mission. By searching for hidden QR codes within the ocean-themed installations and ‘capturing’ marine creatures along the way, participants can spin the capsule toy machine for surprise gifts[#].

To celebrate the summer holidays, DX design hub is also launching a series of creative workshops, from ocean-themed paper art hanging decorations, glass dome night lights, bubble mirrors, sea glass painting, traditional cloisonné craft, UV resin modelling and leather coral Bolo Ties, to local heritage-craft workshops in bamboo weaving and palm-leaf fan making. These workshops offer an ideal parent-child activity for cooling off and enjoying quality time together. For details, please visit HKDC’s website: <https://www.hkdesigncentre.org/en/dx/happenings>

Upcoming Highlights

In addition to the large-scale installation ‘Node...Node’ and the exhibition ‘Digital Emotions - From Electric Pulse to Human Touch’, which explores the relationship between technology and emotion, DX design hub will soon present three major upcoming exhibitions: ‘Fading Out/In: Designed to Remember’, a culture preservation exhibition, launching on 29 July; ‘Meow-cation’, a community showcase launching on 6 August, and ‘Browse and Found in Sham Shui Po’, an immersive exhibition exploring old objects and local history, opening on 14 August. Through a rich mix of exhibitions and community-driven experiences, DX design hub continues to serve as a bridge for creativity, inspiring the public to discover the richness and relevance of design culture. Stay tuned.

[#]Limited quantities available while stocks last.

Exhibition highlights:

Events	Details
<i>Experience design</i> Digital Emotions — From Electric Pulse to Human Touch	Exhibition period: Now until 31 August 2026 Location: The Gallery, 1/F

Co-presented by HKDC, the Consulate General of the Czech Republic in Hong Kong and Studio TIO, this digital media exhibition brings together fifteen artists and designers from Hong Kong and Czechia. Through interactive installations and digital artworks, it explores how technology is reshaping the emotional connections between people. Fading Out/In: Designed to Remember Set against Hong Kong's unique East-West heritage, the exhibition presents a curated selection of works that bridge past and present, memory and lived experience. Through creative interpretation and transformation, familiar cultural elements are rediscovered and revalued, demonstrating how design can keep heritage alive by giving it new relevance and meaning for contemporary audiences and future generations. DX Aquatic Summer DX design hub is dressed in an ocean theme, with a digital interactive treasure hunt, workshops and multiple photo installations.	Exhibition period: 29 July until 2 November 2026 Location: The Design Museum, 2/F Exhibition period: Now until 31 August 2026 Location: DX design hub Opening hours: Mon, Wed–Sun 11:00–19:00 (open on public holidays); closed Tuesdays (workshops run at set times) Admission: Workshops separately charged
<i>Touch design – Meow-cation – With cats, we connect</i> This showcase uses design and craftsmanship to bridge communities. It transforms the beauty of textile manufacturing into a giant crowd-pleasing cat, landing powerfully at the DX design hub.	Exhibition period: 6 August–2 November 2026 Location: The Square, G/F
<i>Seek design - Browse and Found in Sham Shui Po</i> Using 3D-scanning technology to record the handmade tools and crafts of Sham Shui Po residents, projecting the images onto a media wall. Visitors are led on a treasure hunt through residents' everyday stories, uncovering design wisdom that often goes unnoticed in the community.	Exhibition period: 14 August–1 November 2026 Location: The Box, 1/F
<i>Connect design</i> Fading Out/In: Designed to Remember	Exhibition period: 29 July until 2 November 2026

Set against Hong Kong's unique East-West heritage, the exhibition presents a curated selection of works that bridge past and present, memory and lived experience. Through creative interpretation and transformation, familiar cultural elements are rediscovered and revalued, demonstrating how design can keep heritage alive by giving it new relevance and meaning for contemporary audiences and future generations. Conceived by local art collective STICKYLINE, this large-scale creative installation spans three floors of DX design hub. 'Node' refers to a point of connection, echoing the role DX design hub has always played as a bridge between designers and the public. Node...Node Conceived by local art collective STICKYLINE, this large-scale creative installation spans three floors of DX design hub. 'Node' refers to a point of connection, echoing the role DX design hub has always played as a bridge between designers and the public.	Location: The Design Museum, 2/F Exhibition period: Now until 31 December 2026 Location: The Atrium
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Event highlights :

(For registration details, please visit: <https://www.hkdesigncentre.org/en/whats-on/current-and-upcoming>)

Events	Details
Fluorescent Summer Deep Sea: Leather Coral Bolo Tie Workshop	Learn 3D leather shaping, bold colour matching, edge finishing and hardware assembly to craft a one-of-a-kind coral-inspired leather Bolo Tie, capturing the vitality of the deep sea in an everyday accessory.
Ocean Sun-catcher Paper Pendant Workshop	Blend alcohol inks to capture the colours of the sea, then layer cut paper to create the texture of rolling waves, choosing a favourite sea creature as the centrepiece. Finish with a crystal charm that catches the light as it turns, bringing a dreamy ocean mood to any room.
Bamboo Weaving Fan Charm Workshop	Learn traditional bamboo-weaving techniques to craft a colourful Intangible Cultural Heritage fan — practical enough to use for cooling off, and decorative enough to hang as a charm.

3D Paper-cut Glass Dome Night Light Workshop	Layer finely cut paper into a three-dimensional deep-sea scene, using light and shadow to trace the outlines of mermaids and coral, then seal it inside a glass dome to create your own underwater night light.
Ocean Cloud Bubble Mirror Workshop	Swirl two-tone cream clay into graduated wave patterns, then add natural shells, pearls and sea glass in layers to build up texture, finishing with a miniature ocean-themed mirror display made entirely by hand.
Summer Palm-leaf Fan Charm DIY Workshop	Using rope, beads and decorative charms sourced locally in Sham Shui Po, transform an ordinary palm-leaf fan into a one-of-a-kind summer accessory that reflects your personal style.
Sea Glass Hand-painted Décor Workshop	Paint sea creature designs by hand onto frosted sea glass, giving a second life to fragments smoothed by years of waves, and finish with a one-of-a-kind piece in shades of blue.
Ocean Cloisonné Workshop	Combine 3D printing with traditional cloisonné enamelling, applying colour by hand to blend a gradient from shallow shoreline to deep sea, and create an ocean-themed piece where craft and time meet.
Miniature Ocean UV Resin Workshop	Sculpt reef rocks and coastal plants by hand, building up a three-dimensional island silhouette, then set clear UV resin over the water's surface, finishing with a pocket-sized miniature ocean scene in a tin.

Opening Hours of DX design hub

Exhibition Venue: Monday, Wednesday to Sunday: 11:00 - 19:00 (Open on Public Holidays); Closed on Tuesdays

The Fashion-Pop: Monday to Sunday: 09:00 - 19:00 (Open on Public Holidays)

Address: DX design hub, 280 Tung Chau Street, Sham Shui Po, Kowloon

Social media tags: #HongKongDesignCentre #HKDC #香港設計中心 #DXdesignhub #DX 設計館 #設計
 好設計 #GreatDesignLivesHere #DXSummer #潛入瘋狂水世界 #NodeNode #數位情感
 #DigitalEmotions #CCIDAHK #文創產業發展處 #CCIDA #文化體育及旅遊局 #CSTB

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About DX design hub

Operated by Hong Kong Design Centre, DX design hub in Sham Shui Po nurtures emerging design talents and fashion designers, fostering creativity and collaboration. Showcasing the synergy between design disciplines, it serves as a vibrant platform for community engagement and creative tourism. The Hub offers exhibition spaces, activity spaces, and a retail area for designers to gain hands-on experience. It functions as a central workstation for HKDC and design-related Associations, leading initiatives to promote fashion and diverse design projects. With a mission to inspire creativity and innovation, we aim to enable the Hub to become the creative anchor in Hong Kong with various specialized zones including The Square, The Fashion-Pop, The Box, The Gallery, The Design Museum, The Annex, The Steps, The Lounge, The Barn and The Fashion Spotlight.

The construction work of the Hub is undertaken by the Urban Renewal Authority (URA), ensuring a state-of-the-art facility that supports our vision. The Cultural and Creative Industries Development Agency of the Government of the Hong Kong Special Administrative Region is responsible for strategy formulation, coordination, and supervision, guiding the Hub's initiatives to align with industry needs and aspirations.

About Hong Kong Design Centre (www.hkdesigncentre.org)

Hong Kong Design Centre is a strategic partner of the HKSAR Government in leveraging the city's East-meets-West advantage to create value from design.

The major programmes include Business of Design Week (BODW), bodw Future Lab, DFA Awards, Fashion Asia Hong Kong and DESIGN@HKG (formerly BODW In the City). Since 2024, we have also been operating the DX design hub in Sham Shui Po, dedicated to fostering emerging design talents and facilitating collaborations and exchanges in the design industry, as well as providing visitors an immersive experience through innovative exhibitions, fashion showcases and cultural events.

To achieve our goals, we:

- Cultivate a culture of design
- Bridge stakeholders to opportunities that unleash the power of design
- Promote excellence in various design disciplines

About Cultural and Creative Industries Development Agency (www.ccidahk.gov.hk)

The Cultural and Creative Industries Development Agency (CCIDA), formerly known as Create Hong Kong (CreateHK) since 2009, was established in June 2024. CCIDA is a dedicated office under the Culture, Sports and Tourism Bureau of the Government of the Hong Kong Special Administrative Region (HKSAR Government) to provide one-stop services and support to the cultural and creative sectors with a mission to foster a conducive environment in Hong Kong to facilitate development of the arts, culture and creative sectors as industries. CCIDA's strategic foci are nurturing talent and

facilitating start-ups, exploring markets, promoting cross-sectoral and multi-disciplinary collaboration, promoting industrialisation of the arts, culture and creative sectors under the industry-oriented principle, and fostering a creative atmosphere in the community, thereby reinforcing Hong Kong as Asia's creative capital and our positioning as the East-meets-West centre for international cultural exchange.

Disclaimer: The Government of the Hong Kong Special Administrative Region provides funding support to some of HKDC's activities/projects only, and does not otherwise take part in such funded activities/projects. Any opinions, findings, conclusions or recommendations expressed in this publication and relevant materials/events (or by members of the project teams) are those of HKDC only and do not reflect the views of the Government of the Hong Kong Special Administrative Region, the Culture, Sports and Tourism Bureau, the Cultural and Creative Industries Development Agency, the CreateSmart Initiative Secretariat or the CreateSmart Initiative Vetting Committee.